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TO: Renee Simons/Louis Suwarna  
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SUBJECT: Specialty Niche Trademarks

DATE: April 24, 1991

This note is to summarize the steps we propose taking in carrying out Bill Campbell's direction of last week.

Objective: Develop an integrated marketing plan, maximizing profitability for many strategic but small PM trademarks (including those for which PM is a licensee).

Trademarks: Cartier, Dunhill, Rothmans, English Ovals, B&H Deluxe, Multifilter, and Specialty Brands. *PM*

Strategies:

- o Gain an alternative distribution/marketing s *MATT*  
FSF to concentrate on mainline brands.
- o Market and thus retain control of international where PM is licensee (i.e. Dunhill, Rothmans) *Need file* "Specialty Brands" 2040643288
- o Achieve economies of scale through the combination of small, premium trademarks.
- o Run the business through a totally regional structure, with depth and breadth of marketing coverage varying by geography.

Next Steps:

To accomplish these strategies the following action steps are underway:

- a) Marketing analysis by geography of all trademarks under consideration.
- b) Evaluation of business potential of each trademark by market.
- c) Assessing operational methods of TEI. *Need file*
- d) Distribute niche products in Atlanta, *Method Ref* 2040643289 checks in key sections to verify LA/SF, DFW/Houston, Miami, (w/o 5/6)
- e) Gain lead date on salesperson regarding knowledge to *83 NM Box* lesalers, (TEI) PM FSF involvement options and alternate channels of wholesale distribution.

Tobacco Exporters Incorporated

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